

2014 RSVP Competition Reviewer Exercise

Recruitment and Development of Volunteers

Using selection criteria Q8-Q11 from the IRF score and develop strengths and weakness comments for the narrative below. Answers will be discussed on the live Reviewer call Monday, September 23.

<i>Recruitment and Development of Volunteers (15%)</i>		
	Q8. Demonstrates a plan and infrastructure to create well-developed high quality RSVP volunteer assignments with opportunities to share their experiences, abilities, and skills to improve their communities and themselves through service in their communities.	
	__Excellent (38 pts.)	<p>Realistic plan and infrastructure to create high quality RSVP volunteer assignments.</p> <ul style="list-style-type: none"> Volunteer assignments include all of the following: opportunities to share their experiences, abilities, and skills to improve their communities and themselves through service in their communities. Goes beyond what was requested and is actively measuring the impact of volunteer activity on the RSVP volunteer. Provides a clear and realistic plan to create high quality RSVP volunteer assignments, and the infrastructure to sustain this volunteer coordination.
	__Good (26 pts.)	<p>Realistic plan and infrastructure to create high quality RSVP volunteer assignments.</p> <ul style="list-style-type: none"> Volunteer assignments include at least <u>three</u> of the following: opportunities to share their experiences, abilities, and skills to improve their communities and themselves through service in their communities. Provides a realistic plan to create high quality RSVP volunteer assignments. Explains most assumptions regarding infrastructure to sustain this volunteer coordination.
	__Fair (14 pts.)	<p>Realistic plan to create high quality RSVP volunteer assignments.</p> <ul style="list-style-type: none"> Volunteer assignments include at least <u>two</u> of the following: opportunities to share their experiences, abilities, and skills to improve their communities and themselves through service in their communities. Is sometimes unclear how the proposed plan and infrastructure will create high quality RSVP volunteer assignments. Makes some assumptions regarding the infrastructure required to coordinate volunteers.
	__Does Not Meet (0 pts.)	<p>Unrealistic or no plan to create high quality RSVP volunteer assignments.</p> <ul style="list-style-type: none"> Volunteer assignments include only <u>one</u> of the following: opportunities to share their experiences, abilities, and skills to improve their communities and themselves through service in their communities. Gives an unclear description of how the proposed plan or infrastructure will create high quality RSVP volunteer assignments. Does not address volunteer coordination or gives many unsupported assumptions. Tends to “parrot” back the question, rather than answer and explain it.
	Q9. Demonstrates a plan and infrastructure to ensure RSVP volunteers receive training needed to be highly effective means to addressing identified community need(s) in both the Primary Focus Area and in Other Focus Areas or Capacity Building.	
	__Excellent (38 pts.)	<p>Realistic plan and infrastructure to create high quality RSVP volunteer training that includes evaluations of the training by the RSVP volunteers or the stations.</p> <ul style="list-style-type: none"> Goes beyond what was requested and is actively evaluating the training. Provides a clear and realistic plan to train volunteers, with infrastructure

		that includes a training curriculum and training material.
	___Good (26 pts.)	Realistic plan and infrastructure to train RSVP volunteers. <ul style="list-style-type: none"> Provides a realistic plan to train volunteer. Explains most assumptions regarding infrastructure required to support RSVP volunteer training.
	___Fair (14 pts.)	Realistic plan to train RSVP volunteers. <ul style="list-style-type: none"> Is sometimes unclear how the training activity is related to service activities. Makes some assumptions regarding infrastructure required to support RSVP volunteer training.
	___Does Not Meet (0 pts.)	Unrealistic or no plan to provide training to RSVP volunteers. <ul style="list-style-type: none"> Gives an unclear description of how the proposed training is related to service activities. Tends to “parrot” back the question, rather than answer and explain it. Does not address RSVP volunteer training.
	<p>Q10. Describes the demographics of the community served and plans to recruit a volunteer pool reflective of the community served. This could possibly include:</p> <ol style="list-style-type: none"> Individuals from diverse races, ethnicities, sexual orientations, or degrees of English language proficiency. Veterans and military family members as RSVP volunteers. RSVP volunteers with disabilities. 	
	___Excellent (38 pts.)	Realistic plan and infrastructure for significant activity in the recruitment and development of RSVP volunteers who are from one of the specific volunteer pools above, and that includes developing service activities that might be particularly attractive to the volunteer pool. <ul style="list-style-type: none"> Goes beyond what was requested, showing that the applicant has partnered with volunteer stations that will assist in recruitment and development. Provides a clear and highly compelling plan to recruit and develop RSVP volunteers from one of the above volunteer pools. Supports ideas and objectives with comprehensive plans explaining and connecting service activity to recruitment and development. Includes a comprehensive description of the community demographics including demographic information about all three volunteer pools above.
	___Good (26 pts.)	Realistic plan and infrastructure for significant activity in the recruitment and development of RSVP volunteers from one of the specific volunteer pools above. <ul style="list-style-type: none"> Provides a realistic plan to recruit and develop one of the above volunteer pools. Explains most assumptions about infrastructure required for recruitment. Supports ideas with plans, examples, or outlines. Includes a comprehensive description of the community demographics including demographic information about two of the three volunteer pools above.
	___Fair (14 pts.)	Realistic plan for the recruitment and development of volunteers from one of the specific volunteer pools above. <ul style="list-style-type: none"> Plan is sometimes unclear how the proposed activities will serve recruitment and development from one of the above volunteer pools. Makes some assumptions about infrastructure required for recruitment. Includes a comprehensive description of the community demographics including demographic information about one of the three volunteer

		pools above.
	___Does Not Meet (0 pts.)	<p>Unrealistic or no plan for the recruitment and development of volunteers who are from one of the specific volunteer pools above.</p> <ul style="list-style-type: none"> ▪ Gives an unclear plan of how the proposed activities will serve recruitment. ▪ Tends to “parrot” back the question, rather than answer and explain it. ▪ Does not address the recruitment of RSVP volunteers from one of the specific volunteer pools above. ▪ Does not include a description of the community demographics.
	Q11. Demonstrates a plan and infrastructure to retain and recognize RSVP volunteers.	
	___Excellent (36 pts.)	<p>Plan and infrastructure for significant retention and recognition activity that includes measuring the satisfaction of current volunteers.</p> <ul style="list-style-type: none"> ▪ Goes beyond what was requested, and is actively managing retention activities including volunteer satisfaction measurement. ▪ Provides a clear and highly compelling plan of how the proposed recognition activities will serve volunteer retention.
	___Good (24 pts.)	<p>Plan and infrastructure for significant retention and recognition activity.</p> <ul style="list-style-type: none"> ▪ Provides a realistic plan of how the proposed recognition activities will serve volunteer retention. ▪ Explains most assumptions regarding infrastructure that supports volunteer retention.
	___Fair (12 pts.)	<p>Plan for some retention and recognition activity.</p> <ul style="list-style-type: none"> ▪ Plan is sometimes unclear how the proposed recognition activities will serve volunteer retention. ▪ Makes some assumptions regarding volunteer retention.
	___Does Not Meet (0 pts.)	<p>Unrealistic or no retention and recognition activity.</p> <ul style="list-style-type: none"> ▪ Gives an unclear plan of how the proposed recognition activities will support volunteer retention. ▪ Gives many unsupported assumptions regarding volunteer retention. ▪ Tends to “parrot” back the question, rather than answer and explain it.
	STRENGTHS: (Provide significant strengths identified in your assessment)	
	WEAKNESSES: (Provide significant weaknesses identified in your assessment)	

APPLICATION NARRATIVE

SIX COUNTY RSVP has professional staff that works cohesively to identify and create high-quality volunteer assignments based on documented community need and in alignment with the CNCS Strategic Plan. RSVP has instituted strategic selection criterion for stations including a requirement that evidence based programming is used, which helped to create an infrastructure that assures a high quality experience for RSVP volunteers.

RSVP staff conducts an initial Volunteer Interest Survey (VIS), which allows volunteers to identify and articulate the components of their desired volunteer placement, including their personal goals, experiences, passions, desired outcomes, and specific skills and abilities they would like to share. We view outcomes both in terms of the impact of the volunteer work on the communities and impact on the quality of the volunteers' own life. We attempt to develop new stations annually based on trends in

experiences, skills and abilities to share as identified in the VIS. We discuss criteria with station staff prior to volunteer referral and/or placement being made.

We have also trained five current RSVP volunteers as "Ambassadors" and will be training five additional Ambassadors. This leadership opportunity for volunteers allows them to serve as recruiters of additional volunteers and increase public awareness of the program. The Ambassadors also follow up with new volunteers by again completing the VIS with the volunteer every six months to ensure that the volunteers' goals are being achieved and to measure the impact of the service activity on the RSVP volunteer and overall volunteer satisfaction with their service activities and SIX COUNTY RSVP.

In terms of RSVP volunteer training, our station MOUs require that volunteers receive proper training. We identify areas of need during MOU updates, station visits and volunteer surveys. Our email newsletter serves as a continual training mechanism and also a way for volunteers to keep in touch. SIX COUNTY RSVP offers training and support to RSVP volunteers as they serve as hosts and ambassadors at community fairs, expos, and gatherings.

As a SIX COUNTY program, RSVP benefits from visibility as one of the largest and oldest non-profit agencies in the state with a professional Communications Department providing assistance in building comprehensive, multi-faceted, public awareness tools. RSVP has a presence on the SIX COUNTY website, as well as the state Senior Corps Association website. In addition, RSVP has a Facebook page and a blog for each of the service areas. We issue Public Service Announcements on a monthly basis to local radio stations and newspapers. Our staff works to create a community presence through professionally designed flyers and personal involvement, such as serving on committees, hosting a table at exercise facilities, coffee shops and libraries. We represent the program at strategically chosen community events and expos, including the Old Folks Volunteer Expo. With limited financial resources, RSVP staff also seeks out "guerrilla marketing opportunities" including marching in community parades and handing out fans with RSVP information on them, attaching labels with RSVP info to donated bottles of water and handing them out to mall walkers, partnering with local restaurants to host neighborhood coffee and pie gatherings, and being present at other venues and events that cater to the target audience. RSVP serves as the referral and placement source for the volunteer engagement component of our Lt. Governor's One- Stop-Shop initiative.

RSVP plans volunteer recognition events regularly to appeal to and support our volunteers and we encourage stations to do the same. An annual recognition luncheon is held for all RSVP volunteers and stations. Recognition and reflection is also incorporated in opening and closing ceremonies for Senior Corps Week Day of Service, MLK Day of Service, and 9/11 Day of Service. These events serve to recognize volunteers' contributions and offer an opportunity for volunteers to come together with peers to reflect on the impact of their work. RSVP also regularly solicits stories from volunteers, so that they are encouraged to reflect on and share their volunteer experiences. These stories, as well as overviews of the RSVP project's accomplishments and impacts are shared through Public Service Announcements, postings on blogs and websites, inclusion in flyers, print materials, newsletters, and in recruitment messages, highlighting and recognizing the accomplishments of the volunteer. In addition, RSVP has regular follow-ups with newly-placed volunteers and conducts surveys that provide volunteers with a structured forum in which to reflect on their experiences, and provides recognition of the value of their volunteer efforts. Because of these efforts, 91% of our volunteers are retained each year. When a volunteer does exit the program, the reason for exit is recorded so we can continue to improve our retention efforts.